

Transition Marketing and Recruitment Plan

Objective –

We want families to stay in DCPS and are implementing an aggressive, integrated marketing and family recruitment campaign at each receiving school in coordination with the closing school leaders to retain, attract and enroll students. We will ensure students and families have comprehensive information about the process to close or reorganize their school and that they feel welcomed in their new school.

Approach –

We have designed a multifaceted plan that will provide training and quality collateral materials to build the capacity of our school leaders, parent leaders and other neighborhood education stakeholders to effectively promote their schools in order to retain, re-enroll and/or recruit new students. DCPS Central Office will also initiate a broad-based public awareness campaign that augments and supports the individual school-based marketing and education efforts. We seek to emphasize the unique strengths, academic program offerings, initiatives and available enrichment opportunities to ensure parents and students know that their neighborhood public school of right is a quality option.

We will focus these efforts on the schools that are designated to receive students from schools slated for closure at the end of this school year. The school leadership of the closing school will work in concert with the receiving school to maximize the dissemination of both the message and the materials that are provided to educate families about the programmatic and enrichment options at the receiving school to encourage enrollment.

Targeted Schools –

The chart below delineates the closing school and its commensurate receiving school that is targeted to receive materials, support and training.

Closing School	Receiving School
Davis ES	Plummer ES
Ferebee-Hope ES	Hendley ES
Kenilworth ES	Neval Thomas ES and Houston ES
MacFarland MS	Raymond EC, West EC, and Truesdell EC
Marshall ES	Langdon EC
MC Terrell ES	Martin Luther King ES
Ron Brown MS	Kelly Miller MS
Shaw MS	Cardozo HS
Spingarn HS	Dunbar HS, Eastern HS, Woodson HS
Spingarn STAY	Ballou STAY, Roosevelt STAY
Winston EC	Stanton ES, Kramer MS, and Johnson MS
Reorganizing Schools	Francis-Stevens@School Without Walls, Malcolm X, School-Within-a-School

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Success Measures

- Receiving schools will retain 1,762 students (80%) from all consolidated schools
- DCPS will meet its SY13-14 enrollment projection of 46,836.

Closing Schools	Reported Enrollment	80% Capture
Davis ES	178	142
Ferebee-Hope ES	215	172
Kenilworth ES	147	118
MacFarland MS	151	121
Marshall EC	158	126
MC Terrell ES	208	166
Ron Brown MS	204	163
Shaw @GP MS	131	105
Spingarn HS	377	302
Spingarn STAY	126	101
Winston EC	308	246
Total	2203	1762

*Note – This is total reported enrollment.

Strategy and Tactics -

We will undertake a four-phase, multi-pronged outreach effort targeted primarily to parents in the communities where schools are being consolidated and reorganized that would begin immediately and continue through August. In most instances, the phases will overlap as materials are being developed and trainings and events are scheduled.

Phase I – Feb. 15 - March 15

Inform, educate and outreach to transitioning school communities to get information out immediately to families of students at the closing school to encourage them to visit and learn more about their new school.

Tactics –

- Letters from closing and receiving school principals to parents detailing options and opportunities at new school(s)
- Schedule open houses and information sessions at receiving schools
- Receiving school principals attend parent meetings and events at closing school

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- Central office phone bank encouraging families to attend open houses or tour receiving school
- Ensure information is updated and welcoming on school websites
- Ensure every school communication at closing school has an encouraging message to re-enroll in DCPS
- Develop baseline informational packets that are available to all parents and family members who request information to enroll in a DC Public school

Phase II – March 4 - March 29

Build capacity of identified schools, leaders, parents and other stakeholders to effectively market, message and promote themselves and their school offerings.

Tactics –

- Implement school marketing and enrollment training
- Promote a shared sense of community among elementary, middle and high schools in a single feeder pattern by sharing information and encouraging them to join the canvassing and distribution efforts
- Assess individual school brands and determine differentiated programming and messaging
- Develop and distribute community marketing tool kits to schools
 - Produce 1-2 page fact sheet about each school's offerings and performance where the individual school can easily insert its own top selling points,
 - Design pre-approved templates for school websites, announcements, flyer, door-hangers and other communication tools
 - Develop new school brochures, logos and printed collateral (posters, rack cards, brochures, and lawn signs)
 - Equip school leaders and volunteers with branded collateral and premiums (banners, t-shirts, buttons, etc.)
 - Create sample email blasts, phone script, Facebook and Twitter posts and website copy
- Work with PTAs and community leaders to canvass the neighborhood sharing and distributing information
- Develop a "How to" guide to support ongoing training and effective use of materials and engagement strategies

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Phase III – March 4 - June 13

Create incentives to engage students, families, school staff and partners to create interest, investment and excitement.

Tactics –

- Identify a major DCPS partner to support school enrollment challenge(s)
- Provide enrollment SWAG to schools that retain their students and increase their enrollment
- Teachers receive an incentive if they help to recruit/retain students from their closing school to the receiving school
- Student video contest—A group of students at each of the 20 receiving schools will work with a teacher and the principal to do a 2-3 minute, imaginative and energetic video welcoming students and parents from neighboring schools that are closing in the community and what makes their receiving school special. These can be displayed on the school website, and the winning schools will receive a visit from the Chancellor, have their video highlighted on the DCPS website, and potentially earn other incentives.

Phase IV – Feb. 25 - Aug. 24

Create a mix of public advertising to broadly communicate the quality academic and enrichment options at our receiving schools.

Tactics –

- Design new/refresh school marquees and billboards to generate increased awareness in local neighborhoods
- Place targeted ads in free and low-cost community publications
- Craft effective public service announcements for select radio stations
- Distribute rack cards, brochures, lawns signs, door hangers, and other print collateral at high density, high volume neighborhood distribution points (corner stores, Laundromats, houses of worship, community centers)
- Appropriately leverage school videos joindcplusplusschools.com/about along with all other effective digital media
- Implement year-round principal, school and PTA recruitment events for potential families to tour schools, get to know school leaders and staff members, and enroll in a DC Public School